

EDUCATION AND PUBLICITY

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A Definite Aim—A Definite Audience—

"In March, 1923, the members of the Health Committee of the Y.W.C.A. were anxious that something be done in regard to suggesting proper diet to the patrons of their cafeteria. The committee brought its troubles to the Tuberculosis League, asking assistance. It was decided that some method would have to be employed that would appeal alike to the men, women, girls and boys who frequented the place. Since they did not come there to be educated—but to eat—the method used had to be one that would have the desired effect without being too apparently instructive."

... "So the 'Eat for Health' campaign was to consist of posters, attractive, catchy posters in bright colors, suggesting proper diet, well-balanced meals and emphasizing the need for including green vegetables, fruit and dairy products in the daily supply of foods.

"It is somewhat difficult to measure the effectiveness of such a project, but we know that one particular poster of the 'Beauty Hint' series, advocating the use of beets as a lip-stick, was so effective in increasing the consumption of beets that the chef asked that it be left another two weeks. He stated that after the 'beet poster' had been up several days he found it necessary to cook five times as many beets as he had been accustomed to preparing.

"Another cook asked that more posters be made emphasizing the value of meat and encouraging the use of it, for he had noticed the meat sales were falling off since the advent of so many vegetable posters."

... "The material necessary for making the posters is inexpensive. (1) A child's printing set; (2) sheets of cardboard, 22 x 28 inches in size, in all colors—splashing red, soft blue, bright green, bright yellow, tan and brown; (3) pictures of fruits, vegetables and other foods cut from magazines; and (4) ideas. The ideas for a good many of the posters were borrowed. Some came from 'Professor Happy's Calendar'; some from

'Health Training in the Schools'; and the rest were original. The patrons of the Y. W. cafeteria began suggesting ideas for posters also. A physical training instructor suggested that a poster advocating correct posture be made. One of the doctors telephoned a request for a poster relative to the use of iodized salt as a preventive for goiter. We ran our posters in series. First, a 'Beauty Hint' series, based upon proper food habits; and going from that subject to exercise and fresh air."

... "In 'Beauty Hints' the patrons were advised to eat fruit—pictures of delicious looking oranges and prunes pasted on a gray background appeared between the following printed words: 'If Your Skin Is Muddy,' 'Don't Envy a Good Complexion—Have One.'

"'Eye Sparklers' was the caption of a poster with pictures of onions. The advice was 'Phosphorus Taken from Tempting Onions.' 'Vanity Brushes for the Teeth'—Bunches of celery and radishes, in red and greens on green cardboard. 'Beets—This famous lip stick consists solely of carmine beets—natural colored. Ask the cook for a sample package. Ask her for another.'"

I wish we could give the whole article. Probably will copy more of it next month.—Poster Service, by Irma Collmer, Anti-Tuberculosis League, South Bend, Inc., in *Hoosier Health Herald*, Meyer-Kiser Bank Building, Indianapolis, April, 1925.

Professional Nursing Publications—At the International Council of Nurses, meeting July 20–25, 1925, at Helsingfors, Finland, one session will be devoted to "Nursing Organizations and publications." The following will be discussed: "The Aims of a Professional Journal," Miss Breay, *British Journal of Nursing*; "How to Make a Journal Useful and Attractive," by Miss Roberts, *American Journal of Nursing*; and "The Business Side of Nursing Publications," Miss Noyes, American Red Cross. Good should come from the discussion of health publication problems.

More Titles that Catch Our Attention—
 "Five Filthy Fingers"—Los Angeles (Calif.)
Monthly Bulletin.

"Making Common Colds Uncommon"—
High School Service, American National Red
 Cross, Washington, D. C.

Window Exhibits—A page of suggestions
 for Girl Scout window exhibits includes
 "What Makes a Good Window Exhibit" (1)
 Have one central idea. (2) Carry out that
 idea as simply as possible. (3) Have one
 poster telling *briefly* what the idea is. (4)
 Have one campaign poster. (5) Have wax
 figures or dolls dressed as Girl Scouts repre-
 sented as *doing something*. (6) For certain
 hours, have girls doing something, if possible."
 —*American Girl*, New York, Nov., 1924, 7:29,
 15 cents.

A Mailing Folder Idea—*The Nation*, New
 York City, recently sent out an unusual and
 pleasing mailing folder. Inside a light weight
 sheet of cover stock of a rich red color was
 folded a small letter head, 6 by 8 in. The
 two were folded together, two folds, so that
 an inch and a half of top of letter head
 and cover folded over the back. As received,
 it attracts you by its strong color, by a square
 black sticker pasted diagonally over the flap.
 If you don't get the idea, I will send you
 a dummy. It seems an inexpensive way of
 getting out an effective announcement of some
 event.

World Study of Health Education—From
 the League of Nations, as reported in *World's
 Health*: "The Health Committee decides to
 appoint a Commission to examine the docu-
 ments already collected by the Health Section
 regarding instruction in health and social
 medicine in the different countries of Europe
 and of America and in Japan; to continue this
 inquiry, making its scope as large as neces-
 sary; and to make recommendations in favour
 of the courses of study which in its opinion
 are likely to yield the highest value in public
 health education, both from the scientific and
 practical points of view."—6:29 (Jan.), 1925.

Unwise Health Propaganda?—The Health
 Section of the League of Nations was con-
 sulted by the Opium Commission and by the
 Preparatory Committee of the International
 Opium Conference, says *World's Health*.
 "An important point in connection with popu-

lar propaganda was raised concerning cocaine
 and morphine. The Health Committee con-
 siders that 'propaganda against the abuse of
 cocaine and morphine' should be addressed
 only to doctors and medical students, as irre-
 sponsible propaganda would be likely to excite
 unhealthy curiosity, and might end in doing
 more harm than good."—*World's Health*,
 League of Red Cross Societies, 6:29 (Jan.),
 1925. 2 Avenue Velasquez, Paris, France.

Aiming at a Single Target in Japan—A set
 of 17 posters in rich coloring has been pre-
 pared by the Japanese Red Cross. They are
 delightful illustrations of singleness of pur-
 pose in the selection of one concrete idea for
 each poster, the omission of irrelevant detail,
 and directness of message. The translated
 text on several reads as follows:

"Don't use a handkerchief or towel that has
 been used by others."

"Brush your teeth morning and night."

"Chew well, and your teeth will grow
 strong."

"Death to the fly!"

"Wash your hands before meals and chew
 your food well."

Six of them are reproduced in color in
World's Health, League of Red Cross Soci-
 eties, 2 Avenue Velasquez, Paris, France, Feb.,
 1925. 10 cents. We hope to have a set on dis-
 play at St. Louis in October.

No Need of Scarf-pins—"Glance over the
 advertising pages of almost any magazine and
 you will find many advertisements wearing too
 many scarf-pins—fancy borders—pretty-girl
 pictures—ornaments and gimcracks that have
 nothing to do with the case.

"But, we are told, these knick-knacks are
 to attract attention. So they are. And they
 do. That's just the trouble. They attract so
 much attention to themselves that they divert
 the reader's attention from the sales-message—
 the only vital part of the advertisement. The
 reader is so impressed by the scarf-pins that
 the sales-talk escapes him."—*The Mailbag*,
 Cleveland, 9:150, March, 1925.

A Request from Australia—"Would you
 please forward me any posters or literature
 issued by your organization?" is a request
 from Dr. J. S. Purdy, Metropolitan Medical
 Officer of Health, Queen Victoria Building,
 Sydney, Australia.